

# INTERCOLLEGIATE BROADCASTING SYSTEM, INC.

507 FIFTH AVE.  
NEW YORK, N. Y.

May 18, 1942

Mr. Luther Wood  
Ruthauff & Ryan Company  
405 Lexington Avenue  
New York City

Dear Mr. Wood:-

Here is briefly what we outlined to you in regard to the Ruppert campaign.

1. A program of sports---called "Ruppert Reports the Latest Sports. Time 10:30 in the evening. Presented five times weekly. This program will include both national and college sports.
2. One 1 minute spot at 11:00 in the evening. Listening percentage of students at this time is 19%---- this to be presented also five times weekly.

We have decided to give you also this service.

1. writing and transmitting this program
2. poster distribution throughout the campus and stores
3. window display and promotion with local merchants
4. constant sales surveys
5. promotion through local campus publications.

We will give all this service for a total charge of \$37.56 per week during a nine week summer period. This campaign would start at June 29. We suggest that you permit us to run on the basis of a test campaign during this period. If it proves satisfactory, Ruppert could present similar programs throughout out campus stations, thereby increasing their audience reached to about 25,000 students.

Please do not get confused by this stationary, because my address still remains, Princeton, New Jersey.

Sincerely,

William Douglas